

July 2, 2024

****Ratings Report for ABC News' "Good Morning America"**

For the 2nd Quarter of 2024 and Week of June 24, 2024

FOR THE 12TH YEAR IN A ROW, 'GOOD MORNING AMERICA' IS NO. 1 FOR THE 2ND QUARTER IN TOTAL VIEWERS

For the Week, 'GMA' Beats NBC and CBS in Total Viewers, Improves Week to Week in Adults 25-54

Season to Date, 'GMA' Ranks as the No. 1 Morning Newscast in Total Viewers for the 12th Year Straight



ABC News*

2nd Quarter 2024

ABC News' "Good Morning America" ranked No. 1 for the 2nd quarter of 2024 in Total Viewers (2.777 million), based on Most Current Data from Nielsen Media Research. "GMA" defeated NBC's "Today" (2.687 million) by +90,000 Total Viewers.

- "GMA"'s victory marked its 12th consecutive 2nd quarter victory in Total Viewers — since 2Q13. Overall, "GMA" has won 46 of the last 48 quarters in Total Viewers — since 3Q12, only finishing behind "Today"'s Summer Olympics-fueled 3Q16 and Winter Olympics-boosted 1Q18 on NBC.

- **“GMA” narrowed its margins with “Today” versus the previous quarter (1Q24) in Adults 25-54 (-4% - 126,000 vs. 131,000) and Adults 18-49 (-18% - 89,000 vs. 108,000).**
- **“GMA” (2.777 million, 494,000 and 326,000, respectively) beat “CBS This Morning” (2.124 million, 426,000 and 287,000, respectively) during 2Q24 in Total Viewers (+653,000), Adults 25-54 (+68,000) and Adults 18-49 (+39,000).**

Week of June 24, 2024

“Good Morning America” ranked as the morning’s No. 1 newscast in Total Viewers (2.245 million) for the week of June 24, 2024, based on Live + Same Day Data from Nielsen Media Research. “GMA” outperforms NBC’s “Today” (2.551 million) by 94,000.

- **“GMA” improved on the previous week in Adults 25-54 (+3% - 466,000 vs. 453,000).**
- **“GMA” (2.645 million, 466,000 and 299,000, respectively) beat “CBS Mornings” (1.984 million, 370,000 and 224,000, respectively) across the board: Total Viewers (+661,000), Adults 25-54 (+96,000) and Adults 18-49 (+75,000). “GMA” led “CBS Mornings” in Total Viewers and Adults 25-54 in all 40 weeks of the season and for the last 1,328 weeks overall — since w/o 1/18/99.**
- **Season to date, “GMA” (2.890 million) is ranking as the No. 1 morning newscast in Total Viewers for the 12th straight year — since the 2012-2013 season. “GMA” is leading NBC’s “Today” (2.763 million) by 127,000 and “CBS Mornings” (2.206 million) by 684,000.**

NOTE: On Thursday (6/27/24), “CBS Mornings” was retitled to “CBS Morn” due to a special report on the Supreme Court ruling on abortion access in Idaho. On Friday (6/28/24), “CBS Mornings” was retitled to “CBS Morn” due to a special report on the Supreme Court ruling for the Jan. 6 defendants. The retitled telecasts are excluded from the weekly and season averages. CBS’ weekly averages are based on three days (Monday-Wednesday).

Emmy® Award-winning “GMA,” featuring the anchor team of Robin Roberts, George Stephanopoulos, Michael Strahan and chief meteorologist Ginger Zee, airs live Monday-Friday (7:00-9:00 a.m. EDT) on ABC. Simone Swink is the executive producer.

MORNING NEWS (2nd Quarter, 2024):

	<u>VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,777,000	0.4/10; 494,000	0.2/ 9; 326,000	1.9/13
TODAY	2,687,000	0.5/12; 620,000	0.3/12 415,000	1.8/12
CBS MORNINGS	2,124,000	0.4/ 8; 426,000	0.2/ 8; 287,000	1.4/10

MORNING NEWS (Week of June 24, 2024):

	<u>VIEWERS</u>	<u>ADULTS 25-54</u>	<u>ADULTS 18-49</u>	<u>HOUSEHOLDS</u>
GOOD MORNING AMERICA	2,645,000	0.4/10; 466,000	0.2/ 9; 299,000	1.8/13
TODAY	2,551,000	0.5/12; 589,000	0.3/12 371,000	1.7/12
CBS MORNINGS	1,984,000	0.3/ 8; 370,000	0.2/ 7; 224,000	1.3/10

Source: The Nielsen Company, NTI Total Viewers, Adults 25-54 and Adults 18-49 Live + SD Current Week (w/o 6/24/24), Previous Week (w/o 6/17/24) and Year-Ago Week (w/o 6/19/23). Most Current Data Stream: 2023-2024 Season (9/25/23–6/30/24) and 2022-2023 Season (9/19/22–6/25/23). Live+7/Most Current - 2Q24: 4/1 – 6/30/24, 2Q23: 3/27 – 6/25/23 and 1Q23: 1/1/ – 3/31/24. Beginning 8/31/20, national ratings also include Out of Home (OOH) viewing. Averages based on regular telecasts.

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